

Before the  
POSTAL REGULATORY COMMISSION  
Washington, DC 20268-0001

Retail Access Optimization Initiative : Docket No. N2011-1

NOTICE OF INTERVENTION OF THE GREETING CARD ASSOCIATION  
AS A LIMITED PARTICIPATOR

Pursuant to Order No. 778 (July 28, 2010) and § 20a of the Commission's Rule of Practice, the Greeting Card Association (GCA) hereby gives notice of intervention in this proceeding as a limited participator. As the association representing more than 225 United States greeting card publishers, who together market more than 90 percent of the greeting cards sold in the Nation, GCA is also the only trade organization representing the postal interests of the citizen mail user who purchases and mails its members' products. The citizen mailer has a unique, and uniquely important, interest in adequate access to the postal system. Accordingly, within the limits of Rule 20a, GCA intends to participate fully in the hearings and other proceedings associated with this Docket.

As required by § 20(b) of the Rules of Practice, GCA designates the following person to receive service of documents:

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August 19, 2011

Respectfully submitted,

GREETING CARD ASSOCIATION

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